

ABSTRACT OF THE DISCLOSURE

5 A method for permanently dyeing hair which comprises subjecting said hair to a number of treatments, having a set time interval between each two consecutive such treatments, wherein each treatment comprises steps a.) and b.) below:

a.) contacting said hair, for a period of about 5 seconds to about 5 minutes with a recently made mixture of:

part ai: dye intermediates in water with a gelling agent at alkaline pH

10 part aii an oxidizing compound such as hydrogen peroxide in water at acidic pH ;

b.) rinsing said mixture from said hair with water;

and wherein said number of treatments is between about 2 to about 30; and

15 wherein said set time interval between each two consecutive treatments is between about 8 hours and 30 days.